

# Pinterest Quick Start Checklist



## Set up your account

- Create a business account or convert your personal account to a business one.
- Add keywords to your Business Name section in your profile.
- Add your website URL and confirm your site with Pinterest.
- Add your social networks: Facebook; Twitter; etc.
- Complete your About You section. Make it keyword rich.
- Create a Pinterest Profile image.
- Apply for Rich Pins.



## Create your boards

- Create 10 boards that are appropriate to your business, blog and audience.
- Pin around 20 pins to each board. Make sure they're relevant.
- Make sure board titles are simple and use the keywords you have selected.
- Utilise the board description to reinforce your keywords. Make it concise and to the point.
- Make sure you select the appropriate category for the board.
- Arrange the boards in order of most importance to your business. If you will be pinning your own content, that board should be first.



## Create Eye-Catching Pins

- If you don't have sophisticated graphics software, use an online site like [PicMonkey](#) or [Canva](#) (for free).
- Make sure your pins are the correct size – 735px wide by 1103 tall.
- Use eye-catching images that are appropriate to the content.
- Add a text overlay that will entice your potential reader to click the pin. Opt for larger text that's easy to read.
- Include a keyword rich description and include a call to action.
- Include a call to action on the pin – for mobile users.
- Brand your pins by using a limited number of colours and fonts.
- Ensure your web address is on the pin.



## Attract Followers

- Start by following pinners in your niche. You can also follow boards in your niche.
- Promote your Pinterest boards via your content and social media.
- Expand your reach by joining group boards.
- Pin often (30 per day) to show Pinterest you're an active pinner.
- Pin your own content to your boards, too. Just don't spam your boards.
- Consider a scheduler like [BoardBooster](#) to help maintain consistency.